

Press Release: EMOTA Board of Directors Appoints Maurits Bruggink as Secretary General

Brussels, 30 April 2015



The European Multi-Channel and Online Trade Association (EMOTA) Board of Directors appointed this week Mr Maurits Bruggink as the EMOTA Secretary General. Maurits has over 25 years of experience in European public affairs and government relations, in managing European and international associations, and including work on many of the crucial policy dossiers for online sellers.

Jörgen Bödmar, EMOTA President: *We are very excited to welcome Maurits as the EMOTA Secretary General, leading our team in Brussels. We are confident he will take further our association's good reputation and work with the EU institutions. eCommerce is a huge opportunity for the EU and we look forward to working with Maurits on ensuring that the barriers to cross-border trade are removed and all our members can benefit from the full potential of the EU Digital Single Market.*

Maurits Bruggink, EMOTA Secretary General: *I look forward to working with the EMOTA Members in ensuring their interests and needs are clearly reflected in the many important EU policy initiatives that will have an impact on eCommerce and distance selling.*

Maurits started as lawyer at the European Union Office of Arthur Andersen & C°, followed by a long spell as Managing Director at Brussels's based lobby firm Grayling. For the last five years, Maurits has been Executive Director of the European Direct Selling Association, where he dealt with a number of similar issues as faced by the online sector, such as consumer protection, marketing practices, digital agenda, a.o. Maurits holds a Master in International Trade Law from the University of Leiden, Holland. Maurits is 52 years and is fluent in English, French, German, Dutch and Spanish.

About EMOTA: The European Multi-Channel and Online Trade Association, EMOTA, is the voice of online and distance sellers in the EU. EMOTA represents online and distance sellers from 12 markets, including Germany, France, Spain, Italy.

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